

**TO:** City Historic Preservation Commission

**FROM:** Christopher N. Gibbons, Planner  
Community Development Department

**RE:** CASE #HP-16-001

**DATE:** December 30, 2015

**APPLICANT:** Carol Markham  
523 South Main Street, Council Bluffs, IA 51501

**OWNER:** Haymarket Rentals LLC  
26 Indian Hills Road, Council Bluffs, IA 51503

**REQUEST:** Historic preservation design review, relative to signage, at 523 South Main Street located in the Haymarket Historic District.

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#### GENERAL INFORMATION

The Community Development Department has received a request from Carol Markham for historic preservation design review relative to signage at 523 S. Main Street, located in the Haymarket Historic District (see Attachment 'A'). The subject property is one of three storefronts that comprise the historic Brown-Kelley Building (see Attachment 'B'). All proposed signage associated with buildings/structures within the Haymarket Historic District must be reviewed by the Historic Preservation Commission (HPC) and issued a Certificate of Appropriateness prior to installation.

The applicant proposes to place the following interior window signs on the subject property:

1. Two 24" x 30" laminated business signs in the storefront door (Attachments 'C' and 'D').
2. Two 20" x 30" illuminated black box signs in the middle storefront windows displaying the words "Tuxedo" and "Bridal" (Attachments 'E' and 'F').
3. An illuminated "Open" sign in the center of the large bottom storefront windows (Attachment 'E').

*Note: The proposed window signs are classified as "exempt" as per Section 15.33.080, Exempt Signs, of the Council Bluffs Zoning Ordinance. The proposed signs will not require a separate sign permit if granted historic preservation design approval by the HPC.*

All City Departments and local utility providers were notified of the proposed historic preservation design review request. No adverse comments regarding the proposed signage have been received.

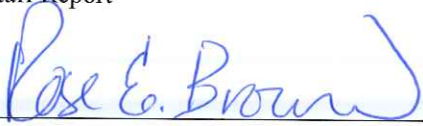
REVIEW CRITERIA – The Secretary of the Interior's 'Standards for Historic Preservation' are used as the basis for reviewing historic preservation design requests for buildings located within historic districts and buildings designated as local landmarks.

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships. *No change to the*

*historic use of the property is proposed with this request. The proposed signs are for a new business at 523 South Main Street which has historically been utilized for commercial purposes.*

2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided. *All proposed signs will be located on the interior storefront windows and will not change or alter the historic character of the subject property. No distinctive materials or alterations of features, spaces or spatial relationship are proposed with this request.*
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken. *Not applicable.*
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved. *Not applicable.*
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved. *The proposed request is for interior signage. No permanent architectural modifications to the building's exterior facade design and/or materials are proposed with this request.*
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence. *Not applicable.*
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used. *Not applicable.*
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken. *Not applicable.*
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment. *Not applicable.*
10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired. *Not applicable.*

**RECOMMENDATION** – The Community Development Department recommends approval of the request for historic preservation design review at 523 South Main Street, relative to interior signage, and issuance of a Certificate of Appropriateness as the request is generally consistent with the spirit and intent of the Secretary of Interior's 'Standards for Rehabilitation'.



Rose E. Brown, AICP  
Planning Coordinator



Christopher N. Gibbons, AICP  
Planner

**Attachments**

- Attachment A: Letter of intent of applicant
- Attachment B: View of existing storefront façade at 523 South Main Street
- Attachment C: Proposed laminated business signs in storefront door
- Attachment D: View of storefront door at 523 South Main Street
- Attachment E: Proposed illuminated black box signs and “Open” sign
- Attachment F: View of middle store front windows




*Carol Markham*  
402 ~ 270 ~ 4072  
carolmarkham@yahoo.com

To: **CB SIGN REVIEW COMMITTEE** From: **CAROL MARKHAM**  
Cell: Pages: **ONE**  
Phone: **712 ~ 328 ~ 4629** Date: **12 ~ 12 ~ 2016**  
Re: **523 SOUTH MAIN STREET SIX PICTURES EMAILED TO CHRIS**  
● Comments: Hello Rose or Chris,

A) Please consider this my written request for approval of a professionally printed sign I wish to place on the inside of the glass front door where my new business will be opening at 523 South Main Street. The glass opening measures 30" wide x 75" tall. Each laminated sign will be only 24" wide because that is the size the paper is made by aprx 30" tall; there will be a little of the glass showing around all sides. The top sign will be the OPENING example; then the door handle bar; then the lower sign will be the GREAT TUXES example. These signs will be on display from as soon as approved till I open in February. Once I open, I may have the same sign made less the OPENING words and as I plan on getting a Council Bluffs phone number and I do not yet know that number. The outside of the building is filled with such lovely architectural detail, it would be hard to place a sign on the building itself. There might be a narrow strip at the very top, but I will have to see at a later date. Even tho, I am in the bridal and tuxedo business, I am actually in the "IMAGE" business and try design everything as tastefully as possible. The border on each sign would be complete. See attached pictures.

B) See copy of the smaller window on top of each larger window. I request to hang a lighted black boxed-in sign that reads BRIDAL and one that reads TUXES; both signs would be hung inside and positioned flush left and flush right so as to display as much of the clear stained designs as possible. These black signs measure 20" tall x 30" long. These lighted signs would be on say from 10am to 2am or possibly 24/7 depending on the time of year and how dark it is outside. See attached pictures.

C) Under the above signs would be my OPEN signs which will be lit only when I am actually open. These open signs will be at top of the larger windows and are typical of open signs. These larger windows will display my mannequins showcasing my gowns and tuxedos. I believe I do not need approval for such open signs, but thought you might like to get an idea of the over-all look of the windows. See attached pictures.

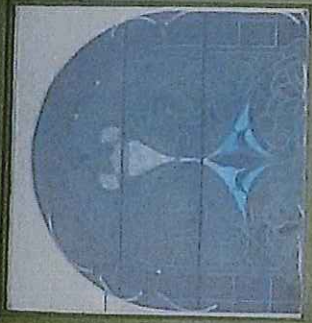
Thank you for your time and thoughtful consideration and I look forward to working with you in the future. Respectfully submitted,  Carol Markham





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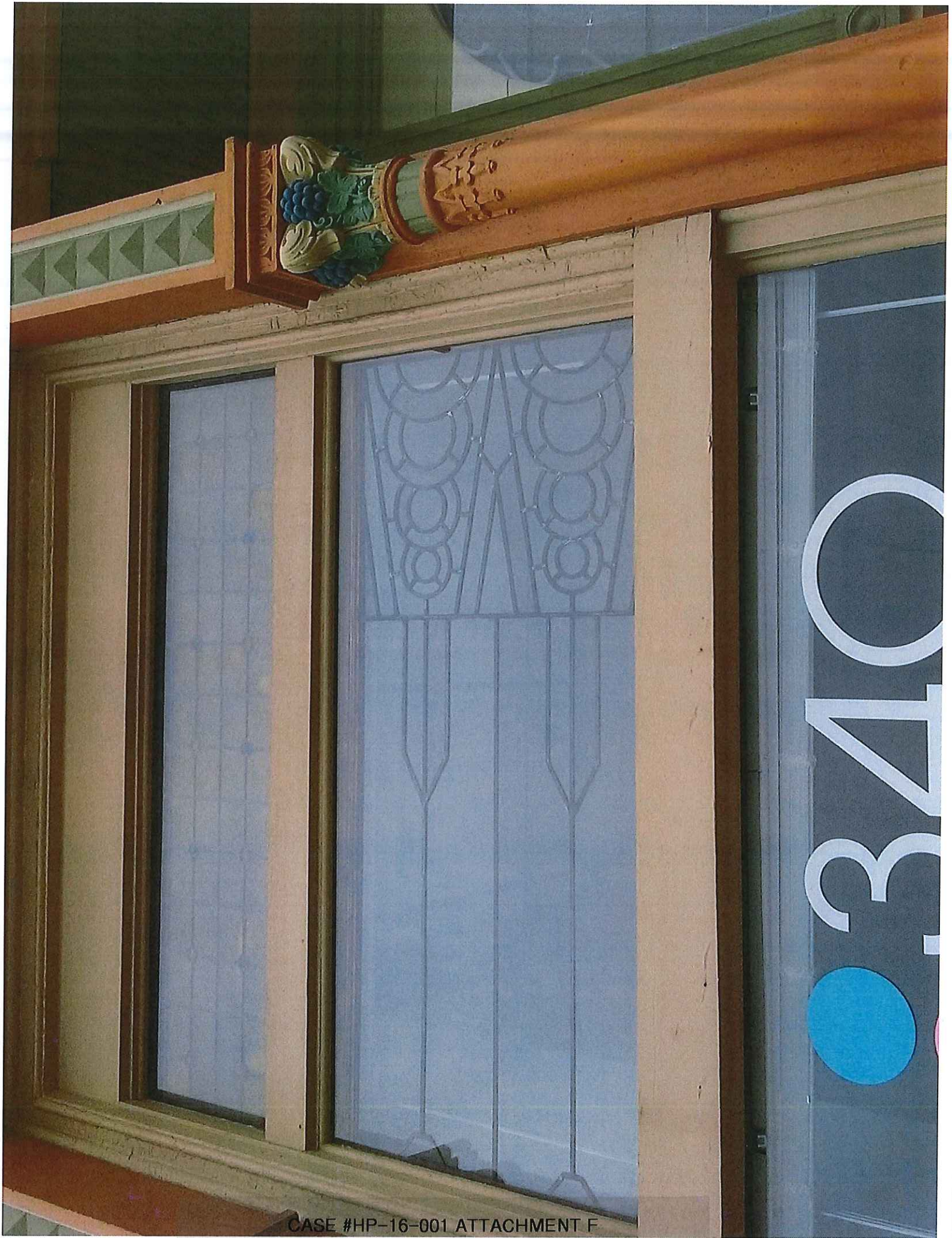
523 SO. MAIN

CASE #HP-16-001 ATTACHMENT D











A photograph of a storefront window. The window has a decorative pattern of vertical lines and stylized arches. To the right of the window, there is a list of services in white text on a dark background. The list includes: Custom T-Shirts, Logos, Screenprinting, Custom Signs, Banners, and Vehicle Lettering. Each item is preceded by a star symbol.

- ★ Custom T-Shirts
- ★ Logos
- ★ Screenprinting
- ★ Custom Signs
- ★ Banners
- ★ Vehicle Lettering